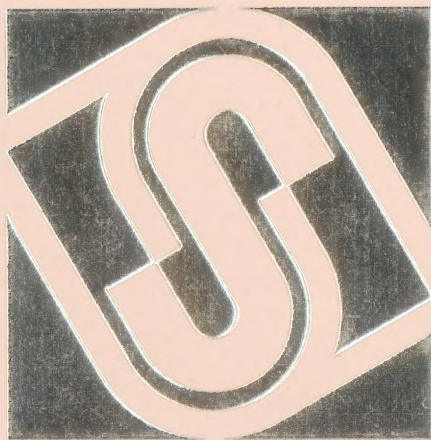




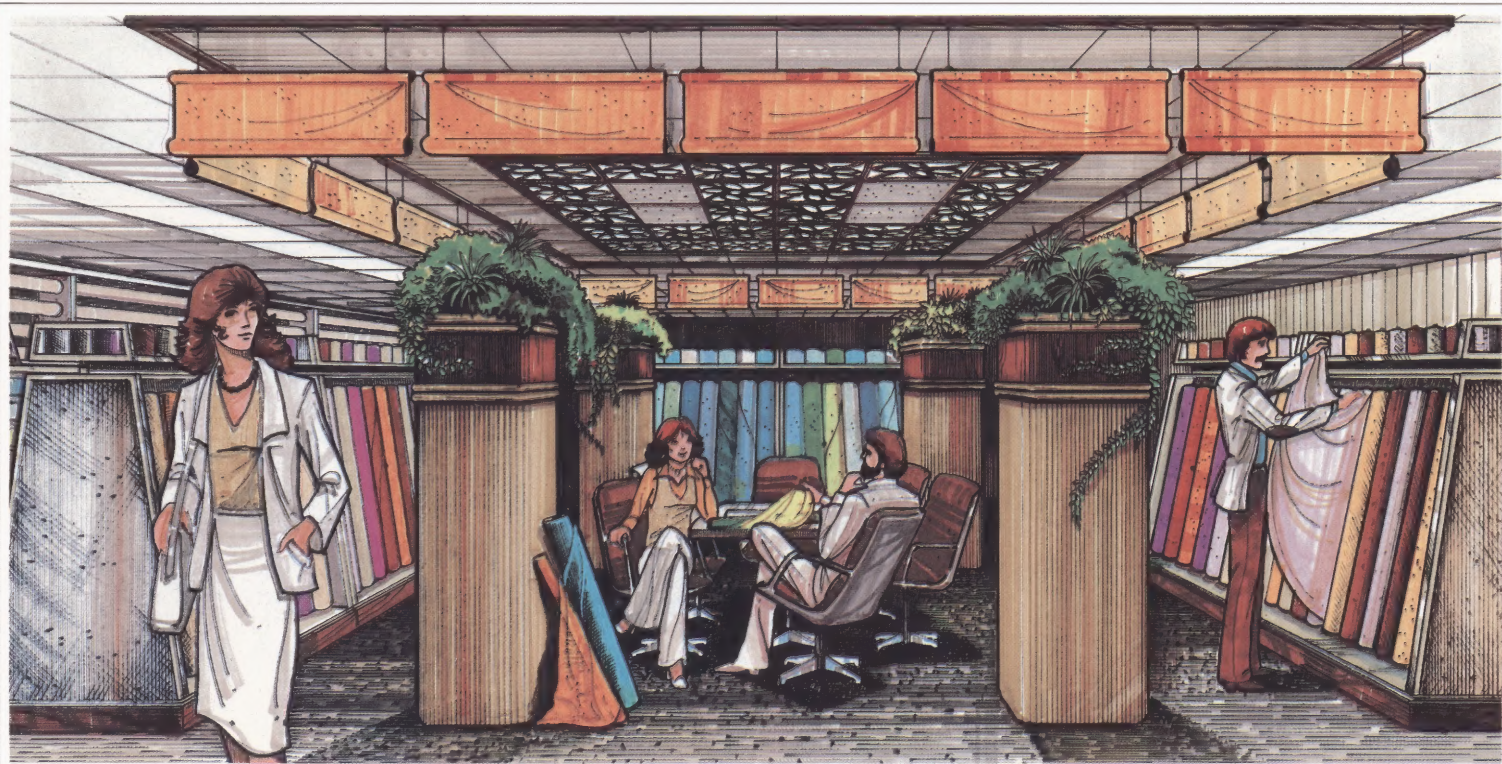
Setmakers, Inc. ©

GLENDALÉ - CALIFORNIA



LOBBY ENTRANCE

SHOWROOM

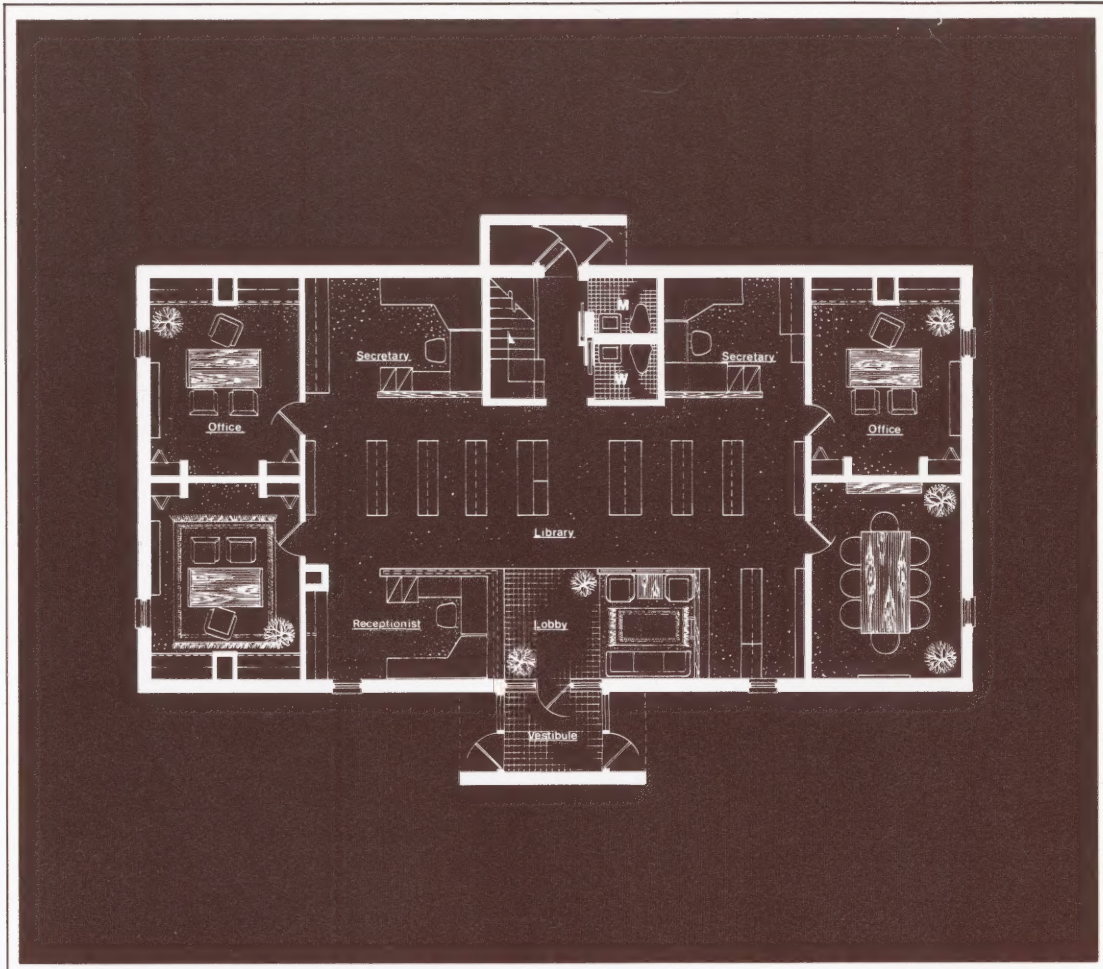


Setmakers, Inc.
COMMERCIAL INTERIORS

RETAIL DESIGN

Office Planning

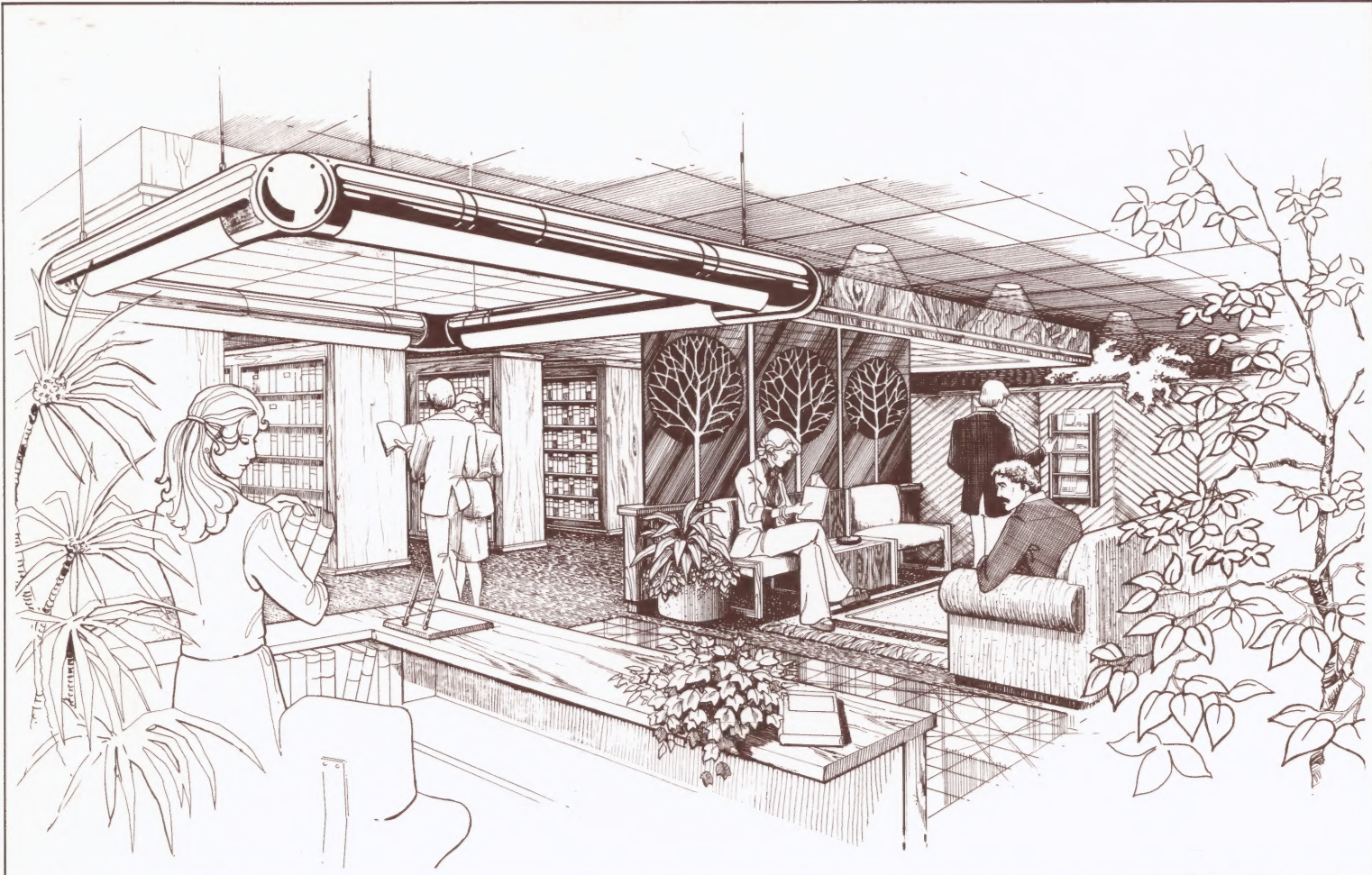
Setmakers offers original designs tailored to your specific needs in Spaceplanning and interior design.



FLOOR PLAN

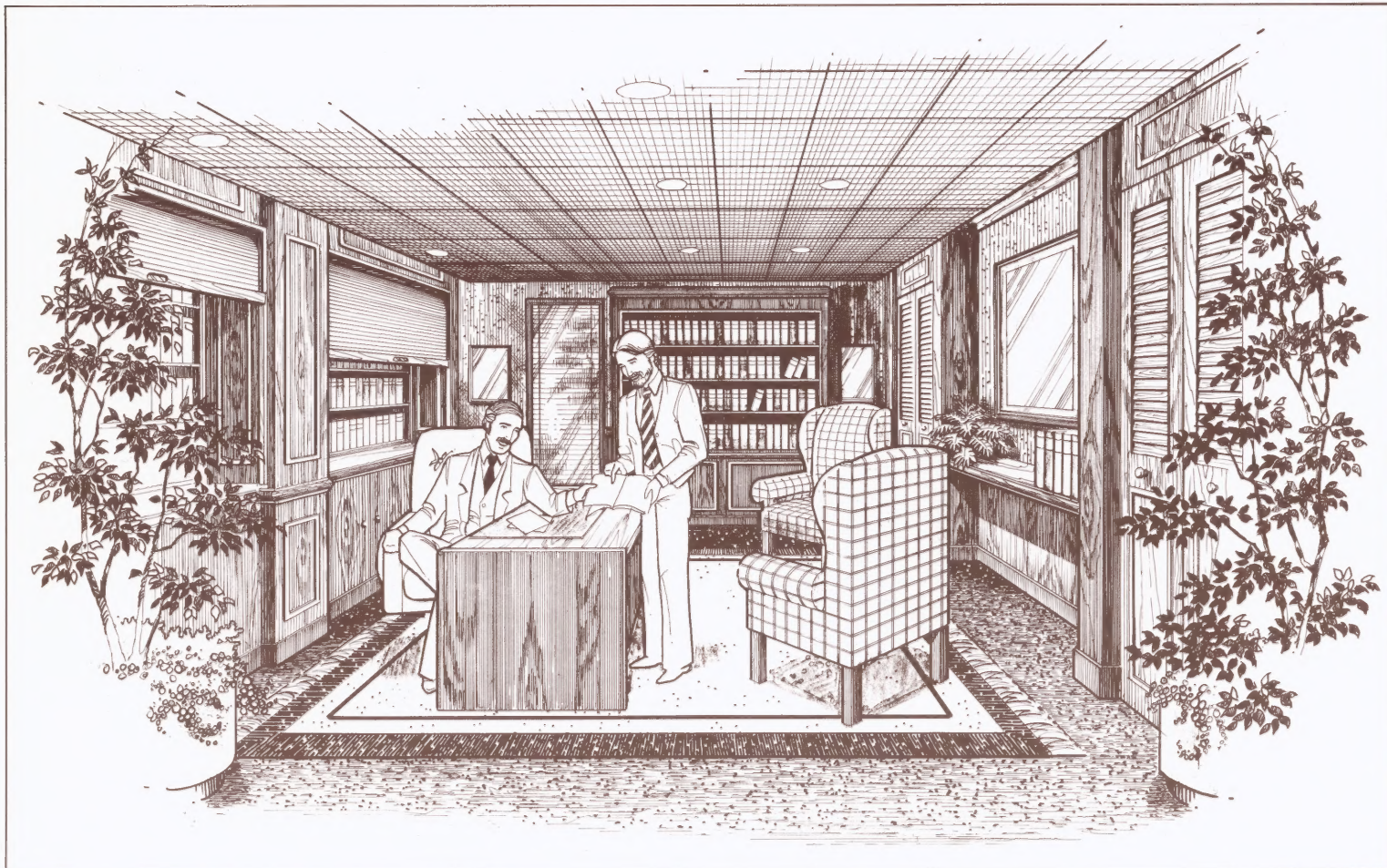
RECEPTIONIST





LOBBY

PRIVATE OFFICE



Setmakers, Inc.
526 Commercial Street
Glendale, California 91203
Telephone (213) 247-8704
Telex 194590 GLND



Interiors w/Custom Hand Painted
*Canvas Murals For:

- Fine Restaurants
- Offices
- Retail Stores
- Hotels
- Public Spaces

* Refer To Mural Brochure



Exterior



Entrance



Order counter/Merlin's Magic Shoppe



Merlin's greeting display



CONTACT: Brian A. Malone
Public Relations Program Director
SETMAKERS, INC.
(213) 247-8704



SETMAKERS, INC - From Left: Peter Yee, Design Director; Wes Cook, Creative Art Director; Don Ament, Founder/Chairman; Duane Ament, President

February 7, 1984

Contact: Brian A. Malone
Public Relations Program Director
Setmakers, Inc.

or: Robert Payton
Basso & Associates, Inc.
(714) 641-0111



Setmakers, Inc.

A Subsidiary of Miracle Recreation Equipment Co.

DON AMENT, Chairman of the Board
DUANE AMENT, President

SETMAKERS, INC.
Fact Sheet

WHAT: Setmakers is a creative design and space planning firm specializing in animation, mural design and the creation of efficient, effective interiors for a variety of restaurants. Founded in 1970 primarily as a set design group for motion pictures and television, the company has evolved into a firm with three distinct design and manufacturing services. The interior space planning and design of family fine dining and adult fast food restaurants, and corporate identity playground/party atmospheres.

WHERE: Corporate headquarters are located at 526 Commercial Street in Glendale, California with a 100,000 square foot manufacturing facility in Mt. Ayr, Iowa.

WHEN: Founded in 1970, Setmakers employs nearly 100 people in a variety of positions.

HOW: Setmakers draws upon a talented team of professionals in the areas of art direction, design, architecture, sales, public relations, and marketing, to ensure a creative, effective and profitable use of space. With the ability to create fantasy environments from existing facilities or develop concepts from the inception of the project, Setmakers has established a solid reputation for results. Among the clients on Setmakers roster are several of the nation's largest restaurant and fast food companies.

EVENT: The development of The Magic Pizza concept is the culmination of more than a decade of experience that Setmakers brings to the project. Calling for state of the art techniques in terms of interior design, space planning, fibre optic lighting, and special illusionary effects, The Magic Pizza is a restaurant transformed into a magical, mystery land of enchantment. Offering a variety of dining areas, incredible illusions and magical experiences, The Magic Pizza surprises diners with its diversity of entertainment.



Setmakers, Inc.

Interoffice memorandum

To: Distribution

From: Brian A. Malone *all*

Date: February 14, 1984

Subject: Baker/Winokur Materials Press
Release Kit
The Magic Pizza

Attached please find your copy of the Baker/Winokur formal presentation materials press release kit for the Magic Pizza Family Entertainment Center. Baker/Winokur Public Relations was hired by the owners of Magic Pizza to market consumer awareness of the restaurant. Their materials press kit has been distributed to local consumer publications promoting the Restaurant relative to the February 16th Grand Opening and press party of the Magic Pizza, Manhattan Beach, CA.

Their kit includes: a backgrounder information guide of the Magic Pizza; a 3-page featurette profile of Setmakers and eight (8) 3" X 5" black and white restaurant photograph selections.

Note: The featurette profile and the black and white restaurant photograph selections were provided by Setmakers, Inc.

Again, this kit was designed to promote consumer awareness on this current project, and will be utilized "exclusively" at the February 16th grand opening.

Thank you.

cc: Don Ament
Duane Ament
✓ Peter Yee
Wes Cook



Setmakers, Inc.

Interoffice memorandum

To: Distribution

From: Brian A. Malone *id*

Date: February 14, 1984

Subject: Setmakers' Materials Press
Release Kit
The Magic Pizza

Attached please find your copy of the Setmakers' formal presentation materials Press Release Kit for the Magic Pizza Family Entertainment Center, designed by Setmakers, Inc. This material press kit has been distributed to close to 140 national and regional trade media publications promoting Setmakers' design services relative to the February 16th Grand Opening and Press Party of the Magic Pizza, Manhattan Beach, CA.

The press kit contains materials specifically aimed at marketing Setmakers relative to the Magic Pizza project. The kit includes: a Setmakers' company profile; a fact sheet; a backgrounder information guide and four (4) personnel biographies. The kit also includes: eight (8) 3" X 5" color and eight (8) 3" X 5" black and white restaurant photographs selections; the Magic Pizza Corporate identity logo (designed by Setmakers); an 8" X 10" project staff photo; a 5" X 7" Public Relations Program Director photo; a Magic Pizza Grand Opening invitation; a Setmakers' mural brochure, and a Setmakers' Design brochure.

Typical in format, this kit was designed to provide maximum exposure of Setmakers' design services on this current project. Follow-up and personal contact to the various trade publications will be the responsibility and function of the Public Relations Program Director, as specified in the material press kit. The kit should be regarded as a "beginning" to an overall advertising and marketing campaign of Setmakers' design services. I will keep you informed in the weeks and months ahead.

Congratulations on the opening of the Magic Pizza Family Entertainment Center!

cc: Don Ament
Duane Ament
Peter Yee
✓ Wes Cook

February 7, 1984

Contact: Brian A. Malone
Public Relations Program Director
Setmakers, Inc.
or: Robert Payton
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(714) 641-0111

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A Subsidiary of Miracle Recreation Equipment Co.

DON AMENT, Chairman of the Board
DUANE AMENT, President

MAGIC PIZZA DESIGNED BY SETMAKERS

When one first arrives at the incredible new Magic Pizza Family Entertainment Center in Manhattan Beach, it is obvious from the outset this is not an ordinary pizza restaurant.

As the team of designers and artists who developed the Magic Pizza, Setmakers is particularly proud of the state-of-the-art intertwining of electronic wizardry, efficient space planning and interior design, and the magical, mystical marvels that set this restaurant apart. The facility encompasses 18,000 square feet of restaurant space and approximately 2,400 square feet of corporate office area designed by Setmakers. The idea was several years in the making, the creative talents of the Setmakers' team of designers, artists, interior space planners and production personnel were at work for more than a year before the first nail was hammered or the first wall removed. Special appreciation goes to Setmakers' project architectural detailer, Felix Balquiedra.

The first indication of the special treats hidden inside is the unique low voltage, "Xanadu", tube lighting of the porte-cochere beckoning the diners to enter. A large display featuring Merlin the Magician in a beckoning posture draws the immediate attention of the guests. Fiber optics lighting technology indicates the adventure is just beginning.

Once inside the main entrance, the mood is set further by fog creeping

-more-

MAGIC PIZZA - 2 2 2 2

through the entryway, a crystal image of Merlin etched in glass and the creation of a mystical mood that sets the tone for the experience about to be undertaken.

Just beyond, Merlin beckons the guests with a special effect illusion of his head floating in air and speaking with the restaurant visitors.

An ultra-modern system of food ordering, a retail shop featuring mementoes of the Magic Pizza visit and the enchantment of a selection of meticulously planned dining environments await the visitor to Merlin's hideaway.

Adjacent to the entry area is Merlin's Showcase Theatre, the main dining area within the restaurant. Featuring Setmakers' hand-painted, custom mural stretching 60 feet in both directions from the stage area, Merlin's Showcase Theatre offers a variety of live, stand-up magical experiences as well as magicians performing their intriguing feats at the tables of the guests.

If the diner feels so inclined, he may also enjoy his meal in one of the uniquely designed special theme rooms within the restaurant. The Sorcerer's Screening Room offers a continuous wide-screen look at special feature movies, and the Magical Sports Theatre provides an ongoing exhibition of sports films and features video sporting highlights.

In addition, specially planned private rooms such as Blackstone's Manor, Dante's Den, Houdini's Room, and Copperfield's Corner offer a special enchantment for individual parties and celebrations.

The Wizard's Forest is a special land created by Setmakers within the restaurant. Video games galore, an incredibly intriguing mystical village, and a plethora of computer oriented games await the

MAGIC PIZZA - 3 3 3 3

involvement of the children and adults.

Magic Pizza is a wonderland unique in its approach and a truly memorable dining experience.

Adjoining the restaurant is the corporate headquarters offices of Magic Pizza. Both buildings were remodeled extensively with the environment created and refined through the creative talents of the designers, artists, and production experts of Setmakers, Inc.

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WES COOK
Biographical Sketch

Wes Cook, Creative Art Director, joined Setmakers, Inc. in 1970 as company designer and artist. He always knew he was going to be an artist and Setmakers has allowed an incredible expansion of his creative horizons.

Having one of the largest art studios in the area to work in, Wes Cook creates hand-painted canvas murals in the realms of both fantasy and realism. He is involved and intense in his commitment, and is a major force in Setmakers' creative capabilities.

As the artist of the mural gracing Merlin's Showcase Theatre at Magic Pizza, Wes Cook adds another credit to his lengthy list of accomplishments. A scenic artist and set designer in both theatre and television studios, Cook grasped the concept of dimensional creation and developed it as his forte. Following major creative responsibilities at ABC, Columbia Pictures, and KTLA-TV, among others, he brought his talents to Setmakers.

Wes Cook's special talent is an uncanny ability to transfer ideas three dimensionally onto canvas. Labeling the Magic Pizza work as one of the largest and most challenging of the Setmakers' hand painted murals, his special touch is evident throughout this magnificent

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WES COOK - 2 2 2 2

design. His experiences in and special feel for children's fantasies prepared him well for this assignment. Among his major contributions to the project is the development of the omnipresent Merlin "character", representing the corporate logo for Magic Pizza. The style is uniquely his, developed over the years, drawing upon his scenic art background.

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DUANE AMENT, President

SETMAKERS, INC.
A Company Profile

A commitment to excellence and a commitment to customer service is Setmakers' fundamental philosophy and practice. By following the principle "If a job is worth doing, it is worth doing right", Setmakers has been successful. By utilizing an organized team approach, Setmakers has developed a solid reputation for producing effective, profitable and creative design solutions to unique problems, in a timely, professional and successful manner.

The creative staff of Setmakers brings experience from such institutes of learning as Choinard Art Institute, Chicago Art Institute, Design Center of Los Angeles and an array of motion picture studios.

Setmakers has grown dramatically during the last thirteen years. A commitment to excellence, a solid team approach to problem solving, a creative touch and a formidable experience level are all responsible for the dynamic development of this company.

The company has expanded into a variety of interior design and space planning applications. A broad base of experience in a variety of projects for hotels, casinos, office environments, restaurants and corporate identity projects, is now available at Setmakers, allowing a diversity respected in the field.

The company concentrates its' efforts in three general areas of business: interior design and space planning for adult fast food restaurants, family fine dining restaurants and corporate identity

-more-

playground/party atmosphere design. In addition, a national service and maintenance organization, a commitment to the development of exciting new and interchangeable products, and the manufacture and distribution of quality specialty items add to the reputation of Setmakers.

Among the capabilities of the company are custom hand-painted murals, photographic murals, the design and supply of simulated, leaded, and etched glass, and the unique ability to create unusual applications of materials, such as metals and plastics to meet the needs of the client.

Historically, Setmakers began in 1970 with art direction and set design for motion pictures and television. Don Ament, the founder, branched off from a major Hollywood motion picture company to form his own independent set design service.

The movie industry provided many of the early clients and contacts. Art direction and set design of a national television commercial for a major restaurant chain led to the corporate identification program of playground equipment now seen world-wide.

Today, the design, space planning and corporate offices are located in Glendale, California with manufacturing and distribution centralized in Mt. Ayr, Iowa in a facility encompassing 100,000 square feet. Setmakers currently employs more than 100 people with a variety of skills including art direction, artists, designers, production experts, public relations, sales, and administrative.

Duane Ament, president of Setmakers, continues to emphasize "commitment to serving the client with consistency of the highest standards, reliability, quality and excellence of product. Setmakers' reputation is our best advertisement."

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DON AMENT, Chairman of the Board
DUANE AMENT, President

DON AMENT
Biographical Sketch

Don Ament, as Founder and Chairman of the Board, is active in the organization on a daily basis by providing his unique viewpoint to the design team of artists, space planners and production specialists on virtually all projects. Involved in the creative and operational process day-to-day allows his special insight to be instilled in Setmakers creations. Don, "a walking design research center," has a special talent to meld traditional techniques with modern approaches to design.

During the midst of a vibrant career in the theatre business in the midwest, Don Ament ventured to California to participate in the creative scene that was Hollywood. His experiences as a free lance artist and art director at such places as Goodman Theatre and Scenic Design and Stage Craft, Art Institute in Chicago, prepared him well for the fast moving motion picture industry.

During his years in Hollywood television and film production, Don was involved in commercials and feature films. It was during his involvement with Screen Gems as Art Director, that he started his own company and made Setmakers a reality.

One of Don's earliest and most significant projects led to art direction and set design of a national television commercial for a

-more-

DON AMENT - 2 2 2 2

major restaurant chain. The fictional characters generated from this original spot are legend and were an indication of the strengths a corporate identity program could bring to a company.

Don, displaying his astute grasp of creativity, evolved the idea to the next step: create a playground atmosphere that would encourage children and their families to further enjoy their visit to the restaurant. A corporate identity playland was created and Setmakers began designing, manufacturing, and installing them nationwide. The company developed a strong reputation in the interior design and space planning field and having expanded its' horizons beyond the playland concept, has emerged as a respected member of the restaurant design and space planning community.

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DUANE AMENT, President

DUANE AMENT
Biographical Sketch

Duane Ament joined the company early in its' development to address the needs brought on by the dynamic growth of the group. He brought an unusual and delightfully appropriate combination of experiences both in the movie industry and the design and space planning field. Duane Ament added just the right business touch needed to compliment the creative talents existing in the burgeoning company with his experience in architecture, art direction, designing, acting and a number of assignments in the television and movie business.

In those formulative years, he established firm corporate goals of a commitment to excellence and profit within a creative environment. As President, Duane Ament provided the business acumen that has resulted in a major expansion of the design headquarters in Glendale and the development of an efficient, 100,000 square foot quality control and manufacturing support facility in the midwest. He continues to expand his talents with attention to planning for the growth of Setmakers, the development of new business and preparation for the challenging future ahead.

Setmakers has been successful largely due to the commitment of the design and manufacturing team and the support personnel. Duane Ament learned early on that providing a work environment that fosters productivity, creativity, reliability and enjoyment is the secret to success. Setmakers is such a place. Duane Ament's enthusiasm for the

-more-

DUANE AMENT - 2 2 2 2

business, his ability to provide profitable yet appealing environments for Setmakers' clients, and his unique experiences on both sides of the camera, have prepared him extraordinarily well for his leadership task. He has been able to share that excitement and instill that enthusiasm with those about him.

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DUANE AMENT, President

PETER YEE
Biographical Sketch

"Form must follow function" is the basic belief and philosophy Peter Yee brings to his work at Setmakers, Inc. As Design Director, his responsibility is to ensure that each project is developed with an eye toward a unique combination of creativity and practicality. He believes an interior should not only leave a visual impression, but must serve the purpose of the facility first and foremost. As project designer on Magic Pizza, Peter Yee has the experience to respond to the task with great sensitivity after having worked in a variety of positions with a number of major firms specializing in restaurant, office and hotel space planning and design.

A commitment to the need for today's designers to be knowledgeable and versatile in all aspects of the project in order to ensure a comprehensive and successful project is the hallmark of Peter Yee's approach. A particular wizard with remodeling projects, such as Magic Pizza, he finds these types of activities to be challenging as they have built-in limitations. Existing elements such as ceiling conditions, structural walls and beams, and electrical and plumbing difficulties, all must be considered as a great part of the overall design.

With an emphasis on space planning and research, Peter Yee and the Setmakers' staff of designers, space planners, and artists first grasp the concept from the client through an intensive session of questions

-more-

PETER YEE - 2 2 2 2



and answers. Through a clear definition of the client's goals, the team then develops a concept that takes into account operational concerns, budgetary considerations, marketing objectives and timing guidelines. The concept is then discussed in detail with the client to ensure mutual satisfaction in each work phase of the project.

The Magic Pizza project was such a project, as it was a massive creative undertaking for Peter Yee and the Setmakers' staff. Although this project was a remodeling activity, the new design approach was a dramatic departure from the past. The facility that existed had to be totally reconstructed, redesigned, and space planned to ensure an effective traffic flow while at the same time contributing to the financial and marketing success of the restaurant. Within this project Peter Yee successfully merged specialized lighting techniques with specific design elements. Also the unique, "illusionary," special effects had to be included, budget adhered to, and the subtleties of excellence that mark Setmakers' work installed.

A graduate of California State University at Hayward and the Art Center College of Design, he joined Setmakers in 1975.